



WPTV

ORDER

Print Date 11/21/12

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Flight Dates **10/29/12-11/06/12**

Contract / Revision **307360 /**

Original Date / Revision
08/08/12 11/05/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1537**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	63	\$66,873.75	\$78,675.00	0.00
Totals	63	\$66,873.75	\$78,675.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	63	\$66,873.75	\$78,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S-			1		\$850.00		0.00				
E 3	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			1		\$1,200.00		0.00				
E 4	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00



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Print Date: 11/21/12

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Contract / Revision **307360** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/05/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,500.00		0.00			
E 5	WPTV	10/30/12	11/05/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$725.00		0.00			
E 6	WPTV	10/30/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,400.00		0.00			
E 7	WPTV	10/30/12	11/05/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$1,075.00		0.00			
E 8	WPTV	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$650.00	FX	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$650.00		0.00			
E 9	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$575.00		0.00			
E 10	WPTV	10/30/12	11/05/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$500.00		0.00			
E 11	WPTV	10/30/12	11/05/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	MTWTF--	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$500.00		0.00			
E 13	WPTV	10/30/12	11/05/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$850.00		0.00			
E 15	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$575.00		0.00			
E 16	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,600.00		0.00			
E 17	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,600.00		0.00			
E 18	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,800.00		0.00			



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Contract / Revision **307360** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/05/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 18	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	2		\$1,800.00		0.00					
E 19	WPTV	10/30/12	11/05/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00 NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$850.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
12	WPTV	10/30/12-11/05/12		Sa 6p		6-630p	-----Sa--	:30		(\$500.00)		0.00 NM		
See MG 19.13 [news airs 7-730pm]														
13	WPTV	10/30/12-11/05/12		Sa 7p News		7-730pm	-----Sa--	:30		(\$850.00)		0.00 NM		
Ⓜ See MG 19.14, 19.15 [Sports Late-Run]														
14	NPTV	11/06/12-11/06/12		M-F 12-1pm		12-1p	-T-----	:30		\$500.00		0.00 NM		
Ⓜ MG for 19.13 11/03 sports late run														
15	NPTV	11/06/12-11/06/12		M-F 2-3p		2-3p	-T-----	:30		\$350.00		0.00 NM		
Ⓜ MG for 19.13 11/03 sports late run														
E 20	WPTV	10/30/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	2		\$950.00		0.00					
E 21	WPTV	10/30/12	11/05/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$350.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
12	WPTV	10/30/12-11/05/12		Sa 7-8P		7-8p	-----Sa--	:30		(\$350.00)		0.00 NM		
Credited spots being made good on #307295, same est														
E 22	WPTV	10/30/12	11/05/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	1		\$950.00		0.00					
E 23	WPTV	10/30/12	11/05/12	NBC Monday Prime The voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	M-----	1		\$4,000.00		0.00					
E 25	WPTV	10/30/12	11/05/12	Wednesday Prime B law & order: svu	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	--W----	1		\$2,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	WPTV	10/30/12-11/05/12		Wednesday Prime B		9-10p	--W-----	:30		(\$2,500.00)		0.00 NM		
See MG 31.6,31.7,31.8,31.9,31.10														
E 26	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	2		\$1,400.00		0.00					



WPTV

Print Date: 11/21/12

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Contract / Revision **307360** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/05/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 26	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	2		\$1,400.00		0.00					
E 31	WPTV	10/30/12	11/05/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00 NM	5	\$8,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	----F--	1		\$2,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	WPTV	10/30/12-11/05/12		Friday Prime C		10-11p	----F--	:30		(\$2,500.00)		0.00 NM		
See MG 31.6,31.7,31.8,31.9,31.10														
6	NPTV	10/30/12-11/05/12 NBC Tuesday Prime				8-10p	(8:00 PM-10:00 PM) -T-----	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 25.10,31.5														
7	NPTV	10/29/12-10/29/12 M-F 7-730pm News				7-730p	M-----	:30		\$1,800.00		0.00 NM		
Ⓜ MG for 25.10,31.5														
8	NPTV	10/29/12-10/29/12 M-F 7-730pm News				7-730p	M-----	:30		\$1,800.00		0.00 NM		
Ⓜ MG for 25.10,31.5														
9	NPTV	10/31/12-11/02/12 M-F 4p-5p				4-5p	--WThF----	:30		\$725.00		0.00 NM		
Ⓜ MG for 25.10,31.5														
10	NPTV	10/31/12-11/02/12 M-F 2-3p				2-3p	--WThF----	:30		\$350.00		0.00 NM		
Ⓜ MG for 25.10,31.5														
N 32	WPTV	10/30/12	10/30/12	NBC Tuesday Prime THE VOICE	CM	8-10p (8:00 PM-10:00 PM)	-T-----	:30	1	\$4,000.00	FX	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-T-----	1		\$4,000.00		0.00					
N 33	WPTV	10/30/12	10/30/12	Tuesday Prime C GO ON/NEW NORMAL	CM	10-11p (8:00 PM-10:00 PM)	-T-----	:30	1	\$2,500.00	FX	0.00 NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-T-----	1		\$2,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/30/12-11/05/12		Tuesday Prime C		10-11p	(8:00 PM-10:00 PM) -T-----	:30		(\$2,500.00)		0.00 NM		
See MG 33.2,33.3,33.4,33.5														
[n/a]														
2	NPTV	10/30/12-10/30/12 M-F 7-730pm News				7-730p	-T-----	:30		\$1,800.00		0.00 NM		
Ⓜ MG for 33.1 10/30														
3	NPTV	10/31/12-11/02/12 M-F 5-6a				5-6a	--WThF----	:30		\$500.00		0.00 NM		
Ⓜ MG for 33.1 10/30														
4	NPTV	10/31/12-11/02/12 M-F 430-5a				430-5a	--WThF----	:30		\$100.00		0.00 NM		
Ⓜ MG for 33.1 10/30														
5	NPTV	10/31/12-11/02/12 M-F 430-5a				430-5a	--WThF----	:30		\$100.00		0.00 NM		
Ⓜ MG for 33.1 10/30														
N 34	WPTV	10/31/12	10/31/12	Wednesday Prime A ANIMAL/GUYS	CM	8-9p	--W----	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	--W----	1		\$1,450.00		0.00					
N 35	WPTV	11/01/12	11/01/12	Thursday Prime A 30 ROCK/UP ALL NIGHT	CM	8-9p	---T---	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	---T---	1		\$1,450.00		0.00					



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Contract / Revision **307360** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/05/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N35	WPTV	11/01/12	11/01/12	Thursday Prime A 30 ROCK/UP ALL NIGHT	CM	8-9p	---T---	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	---T---	1		\$1,450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/30/12-11/05/12		Thursday Prime A		8-9p	---Th----	:30		(\$1,450.00)		0.00 NM		
See MG 35.2														
2	NPTV	11/01/12-11/01/12		Thursday Prime A		8-9p	---Th----	:30		\$1,450.00		0.00 NM		
Ⓜ MG for 35.1 11/01														
[program change to The Voice]														
N36	WPTV	11/01/12	11/01/12	Thursday Prime B OFFICE/PARKS	CM	9-10p	---T---	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	---T---	1		\$1,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/30/12-11/05/12		Thursday Prime B		9-10p	---Th----	:30		(\$1,800.00)		0.00 NM		
See MG 36.2														
2	NPTV	10/30/12-11/05/12		Thursday Prime B		9-10p	---Th----	:30		\$1,800.00		0.00 NM		
Ⓜ MG for 36.1 11/01														
[program change to The Voice]														
N37	WPTV	11/02/12	11/02/12	Friday Prime A GO ON/GUYS	CM	8-9p	----F--	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	----F--	1		\$1,450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/30/12-11/05/12		Friday Prime A		8-9p	-----F----	:30		(\$1,450.00)		0.00 NM		
See MG 37.2														
2	WPTV	11/02/12-11/02/12		Friday Prime A		8-9p	-----F----	:30		(\$1,450.00)		0.00 NM		
Ⓜ See MG 37.3														
[pgm change to Hurricane Benefit/no avails]														
3	NPTV	11/02/12-11/02/12		Friday Prime A		8-9p	-----F----	:30		\$1,450.00		0.00 NM		
Ⓜ MG for 37.2 11/02														
[mgs per cb/ms]														
N38	WPTV	11/02/12	11/02/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	----F--	1		\$1,450.00		0.00					
N39	WPTV	11/03/12	11/03/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00 NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$1,350.00		0.00					
N40	WPTV	11/03/12	11/03/12	Notre Dame Notre Dame	CM	330p-7p (3:30 PM-7:00 PM)	-----S-	:30	2	\$600.00	FX	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	2		\$600.00		0.00					
N41	WPTV	11/04/12	11/04/12	Major League Soccer Major League Soccer	CM	330-6pm (3:30 PM-6:00 PM)	-----S	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S	1		\$750.00		0.00					
N42	WPTV	11/04/12	11/04/12	NFL Game NFL Game	CM	815p-1130P (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WPTV

Print Date: 11/21/12

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Contract / Revision **307360** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 11/05/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N42	WPTV	11/04/12	11/04/12	NFL Game NFL Game	CM	815p-1130P (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S					1	\$3,500.00		0.00			
N43	WPTV	11/05/12	11/05/12	M-F 7-730pm News M-F 7-730p News	CM	7-730p	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----					1	\$3,000.00		0.00			
N44	WPTV	11/05/12	11/05/12	NBC Monday Prime THE VOICE	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----					1	\$4,000.00		0.00			
N45	WPTV	10/30/12	11/02/12	M-F 7-730p ET	CM	7-730p	-TWTF--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-TWTF--					2	\$950.00		0.00			
N46	WPTV	10/30/12	11/02/12	M-F 730-8p INSIDER	CM	730-8p	-TWTF--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-TWTF--					2	\$950.00		0.00			
N47	WPTV	10/30/12	11/02/12	M-F 4p-5p ELLEN	CM	4-5p	-TWTF--	:30	3	\$725.00	FX	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-TWTF--					3	\$725.00		0.00			
N48	WPTV	11/03/12	11/03/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-					1	\$1,400.00		0.00			
N49	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S					1	\$1,000.00		0.00			
N50	WPTV	10/30/12	11/02/12	M-F 5-6a M-F 5-6a	CM	5-6a	-TWTF--	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-TWTF--					3	\$500.00		0.00			
N51	WPTV	10/30/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	-TWTF--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-TWTF--					3	\$1,200.00		0.00			
N52	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S					1	\$425.00		0.00			
N53	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S					1	\$500.00		0.00			
Totals														63	\$78,675.00